

Appl. No. 10/735,239
Amdt. Dated June 5, 2006
Reply to Office Action of January 10, 2006

Amendments to the Claims:

This listing of claims will replace all prior versions and listings of claims in the application.

Listing of Claims:

Claim 1 (currently amended): A combination purse and display package of elongated configuration comprising a purse portion including top and bottom sheet material panels wherein at least one of said panels is at least partially transparent, said panels disposed in superposed position and permanently interconnected to each other at their top and bottom edges and at one longitudinal side edge so as to define a storage and display space therebetween for receipt of items therein, the opposite longitudinal side edge from said one longitudinal side edge including opposed terminal edge portions of said top and bottom panels which in turn are not permanently interconnected to each other and separated from each other in an open position so as to form [[a]] an elongated longitudinal opening therebetween such that items may be inserted and removed from said space and closure means associated with said opposite longitudinal side edges for temporarily sealing such opposite side edges together to close said purse portion in a closed position thereof, said package further including an extension panel upwardly extending from said interconnected top edge of said panels and in turn provided with

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an opening therethrough whereby said combination package can be suspended from a hook adapted to extend normally through said opening such that said package is displayed for sale, said extension panel separable from said purse portion adjacent said interconnected top edge without disturbing the permanent interconnection of such top edge.

Claim 2 (previously presented): The combination purse and display package of claim 1, said top panel separable from said purse portion along a weakened line formed entirely within said top panel adjacent said interconnected top edge.

Claim 3 (previously presented): The combination purse and display package of claim 1, said top panel separable from said purse portion along a non-weakened cut line disposed entirely within said top panel.

Claim 4 (currently amended): The combination purse and display package of claim 1, said opposed terminal edge portions of said panels forming cooperating closure edges and each including cooperating primary closure means and wherein said closure means is a slide assembly operatively receiving said cooperating primary closure means so as to press the closure means together when the slide is moved from the open to the closed position and vice versa.

Claim 5 (previously presented): The combination purse and display package of claim 4, said opposed terminal edge portions of said panels each

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including secondary sealing means inwardly disposed from said primary closure means and including cooperating bead and groove means adapted to snap engage with each other so as to temporarily attach said top and bottom panels together independent of said primary closure means.

Claim 6 (currently amended): The combination purse and display package of claim 1, said extension panel being a continuation of ~~at least one of said top and said bottom panels~~ panel, said bottom panel being formed of a colored less than transparent material while said top panel being formed from an essentially transparent material.

Claim 7 (canceled)

Claim 8 (previously presented): The combination purse and display package of Claim 4, said slide having a proximal face inwardly disposed to the longitudinal extent of the cooperating closure edges, a locking system positioned adjacent said slide proximal face so as to prevent opening slide movement when the slide is in the fully closed position, said locking system including aligned openings through said edges and a locking member positioned within said openings and extending beyond said edges on either sides thereof, and wherein at least one of said openings defines an upstanding material ridge in the sheet material forming its respective panel.

Claim 9 (withdrawn): The combination purse and display package of claim 4, said slide movable along a longitudinal path beginning at a completed closed position adjacent the bottom edge of said panels to a completely open position adjacent the top edge of said panels and a first tear stop comprising a fused area of said panels positioned adjacent said top edge and within said longitudinal path.

Claim 10 (withdrawn): The combination purse and display package of claim 9, said first tear stop including a ridge upstanding from the surface of one of said panels, said slide contacting said ridge proximal to the end its travel to the completely open position.

Claim 11 (previously presented): A combination purse and display package comprising a purse portion including top and bottom sheet material panels wherein at least one of said panels is at least partially transparent, said panels disposed in superposed position and permanently interconnected to each other at their top and bottom edges and at one longitudinal side edge so as to define a storage and display space therebetween for receipt of items therein, the opposite longitudinal side edge from said one longitudinal side edge including opposed terminal edge portions of said top and bottom panels which in turn are not permanently interconnected to each other and separated from each other in an open position so as to form a longitudinal opening therebetween such that items may be inserted and removed from said space and closure means associated with said opposite

longitudinal side edges for temporarily sealing such opposite side edges together to close said purse portion in a closed position thereof, said opposed terminal edge portions of said panels each including cooperating primary closure means and wherein said closure means is a slide assembly operatively receiving said cooperating primary closure means so as to press the closure means together when the slide is moved from the open to the closed position and vice versa, said slide having a proximal face inwardly disposed to the longitudinal extent of the cooperating closure edges, a locking system positioned adjacent said slide proximal face so as to prevent opening slide movement when the slide is in the fully closed position, said locking system including aligned openings through said edges and a locking member positioned within said openings and extending beyond said edges on either sides thereof, and wherein at least one of said openings defines an upstanding material ridge in the sheet material forming its respective panel.

Claim 12 (previously presented): The combination purse and display package of claim 11, said upstanding ridge of said locking system forming a secondary stop operable after the locking member has been removed, said slide movable towards an open position over said secondary stop with an increased frictional resistance so as to transmit a tactile feedback to the operator of the slide.

Claim 13 (withdrawn): A combination purse and display package comprising a purse portion including top and bottom sheet material panels wherein

at least one of said panels is at least partially transparent, said panels disposed in superposed position and permanently interconnected to each other at their top and bottom edges and at one longitudinal side edge so as to define a storage and display space therebetween for receipt of items therein, the opposite longitudinal side edge from said one longitudinal side edge including opposed terminal edge portions of said top and bottom panels which in turn are not permanently interconnected to each other and separated from each other in an open position so as to form a longitudinal opening therebetween such that items may be inserted and removed from said space and closure means associated with said opposite longitudinal side edges for temporarily sealing such opposite side edges together to close said purse portion in a closed position thereof, said opposed terminal edge portions of said panels each including cooperating primary closure means and wherein said closure means is a slide assembly operatively receiving said cooperating primary closure means so as to press the closure means together when the slide is moved from the open to the closed position and vice versa, said slide movable along a longitudinal path beginning at a completed closed position adjacent the bottom edge of said panels to a completely open position adjacent the top edge of said panels and a first tear stop comprising a fused area of said panels positioned adjacent said top edge and within said longitudinal path.

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Claim 14 (withdrawn): The combination purse and display package of claim 13, said first tear stop including a ridge upstanding from the surface of one of said panels, said slide contacting said ridge proximal to the end its travel to the completely open position.

Claim 15 (new): A method of merchandizing cosmetic related items comprising providing an elongated sales display package having opposed flexible side panels positioned in face to face relationship to each other and including sealed top and elongated side edges to form an interior space between the panels accessible by an opening provided by an unsealed side edge along one of said longitudinal side edges and wherein said package further includes an extension panel upwardly extending from said sealed top edge of said side panels said extension panel easily removable from said sealed upper edge and, in turn, provided with an opening therethrough, providing cosmetic related items in said package and suspending said package from a store display hook thereby prompting customers to purchase the package and thereafter remove the extension panel therefrom such that the final configuration of the package forms a purse and does not indicate the original previous use as a display package.

Claim 16 (new): The merchandizing method of claim 15, wherein said extension panel includes a weakened material line adjacent to and above said sealed

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top edge to facilitate the removal of the extension panel by the customer upon purchase of the package and items contained therein.

Claim 17 (new): The merchandizing method of claim 15 wherein the package is provided with closure means in the form of a slide is positioned on said one of said longitudinal side edges to facilitate the opening and closing of the opening thereof.

Claim 18 (new): The merchandizing method of claim 17 wherein a locking system is positioned adjacent said slide.

Claim 19 (new): The merchandizing method of claim 17 wherein an upstanding material ridge in the sheet material forming said side panels is positioned adjacent said slide so as to provide a tactile position indicator to the operator of the slide as the slide moves over said upstanding material edge.